

Proposal Evaluation Criteria

All proposals will be evaluated in accordance with the following evaluation factors and the respective point values assigned. An award will be made to the responsible offeror (1) whose proposal conforms to the solicitation and is most advantageous to the Government and (2) based on availability of funds. For this solicitation, price will be a substantial factor in source selection, but technical factors are significantly more important than cost. The Institute's Contracting Officer will determine whether the difference in quality is worth the difference in cost or price.

Evaluation Criteria	Points
1. QUALITY OF TECHNICAL PROPOSAL	40
A. The technical proposal demonstrates the offeror's clear understanding of each of the tasks outlined in the Statement of Work and the requirements for submitting the proposal within the instructional cover letter.	15
B. The technical proposal demonstrates the offeror's expertise and experience in graphic design services and provides clear explanations regarding the requirements for this project as related to each of the tasks outlined within the statement of work.	20
C. The technical proposal will include a statement describing how the contractor will address organizational and other conflicts of interest for persons who are consultants or who work for organizations with potential conflicts.	5
2. QUALITY OF KEY PERSONNEL	30
A. The technical proposal adequately describes the staff hours needed for each task and that the offeror has dedicated the appropriate amount of staff hours to complete each deliverable task by the assigned due date presented in the statement of work.	10
B. The technical proposal clearly shows that the key personnel who will be assigned to work on each of the tasks outlined in the statement of work have the required professional expertise and content technical knowledge, as outlined above in Section 1B.	20
3. QUALITY OF MANAGEMENT PLAN	10
The technical proposal provides clear, logical, and specific plans, with provisions for identifying and correcting deficiencies, and a process for ensuring quality and timeliness of the final product.	10
4. REQUIRED CORPORATE EXPERIENCE AND CAPABILITY	20
The technical proposal describes the offeror's relevant past performance in projects of comparable size, complexity, and similarity to the objectives of this requirement.	20
TOTAL POSSIBLE SCORE	100

Attachment B.1
Solicitation Number: ED-NIL-09-R-0001

TECHNICAL MERIT ratings reflect the Government's confidence in each offeror's ability, as demonstrated in its proposal, to perform the requirements stated in the Statement of Work.

FINAL NUMERICAL SCORES	DEFINITION
90-100	Proposal demonstrates excellent understanding of requirements and approach that significantly exceeds performance or capability standards. Have exceptional strengths that will significantly benefit the Government.
80-89	Proposal demonstrates good understanding of requirements and approach that exceeds performance or capability standards. Have one or more strengths that will benefit the Government.
70-79	Proposal demonstrates acceptable understanding of requirements and approach that meets performance or capability standards. Acceptable solution. Few or no strengths.
60-69	Proposal demonstrates shallow understanding of requirements and approach that only marginally meets performance or capability standards necessary for minimal but acceptable contract performance.
<60	Fails to meet performance or capability standards. Requirements can only be met with major changes to proposal.